

THE 1-PAGE MARKETING PLAN

**SESSION I: FEBRUARY 27, 2019
FENTON AREA CHAMBER OF COMMERCE**

THE 1-PAGE MARKETING PLAN

|SESSION OVERVIEW|



- **Session 1: February 27th**
 - *Introduction and review of nine elements/chapters*
- **Session 2: March 27th**
 - *Bring your draft of your 1-Page Marketing Plan*
- **PowerPoint Slides, Audio Recording**
Available later today via e-mail
- **Handouts at your seats**

Today's Presenters:



**JOE
MUELLER**

*Executive
Director*



**KELLY
O'DANIEL**

*Director of
Communications*

THE 1-PAGE MARKETING PLAN

| **READY, SET...** |



- ***Hold on to your seats!*** We're flying through 225 pages in 60 minutes
 - *Jot down thoughts, insights as we go*
 - *Improve your retention by telling someone what you learned with 24 hours*
 - *Due to time constraints of this session, please hold on to questions until the end – we will have time*

THE 1-PAGE MARKETING PLAN

| INTRODUCTION |



- **Strategy vs. Tactics** – Know the difference!
- **Strategy:** big-picture planning, aerial view from 25,000 feet;
i.e. buying an acre to build a house and selecting an architect
- **Tactics:** the elements supporting strategy, view from the runway;
i.e., ordering bricks, concrete, lumber and determining the schedule
- **Pareto's 80/20 rule:** 80% of your results will come from 20% of your effort
- **A marketing plan helps you take advantage of opportunities**
- **Direct response marketing:** Getting your prospective customer to engage with your business

THE 1-PAGE MARKETING PLAN

MARKETING PLAN CANVAS



- **Prospect (Before)**

- *Identify/Select Target Market*
- *Message to Target Market*
- *Media Used to Reach Target Market*



Before (Prospect)	 1. My Target Market	 2. My Message To My Target Market	 3. The Media I Will Use To Reach My Target Market
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- **Lead (During)**

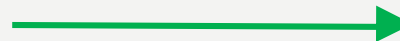
- *Lead Capture System*
- *Lead Nurturing System*
- *Sales Conversion*



During (Lead)	 4. My Lead Capture System	 5. My Lead Nurturing System	 6. My Sales Conversion Strategy
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- **Customer (After)**

- *Deliver A World-Class Experience*
- *Increase Customer Lifetime Value*
- *Orchestrate & Stimulate Referrals*



After (Customer)	 7. How I Deliver A World Class Experience	 8. How I Increase Customer Lifetime Value	 9. How I Orchestrate And Stimulate Referrals
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CHAPTER 1

| SELECT YOUR TARGET MARKET |



- **Market to a niche**
 - *It can be scary, but...*
 - *Dominate one niche at a time*
 - *Specialist is sought after, more respected, more valuable*
- **PVP Index (p. 40)**
 - *Personal Fulfillment, Value to Marketplace, Profitability*
 - *Ask questions about gender, age, frustrations, etc. (p. 40)*
- **Create an avatar (p. 41)**
 - *Detailed exploration & description of target customer*
 - *Get into the mind of your prospect; visualize their perspective*



1. My Target Market

CHAPTER 2

| CRAFTING YOUR MESSAGE |



- **Advertising to your target market**
 - *Be clear, be focused... one ad, one objective*
 - *Clear “call to action” – what do you want them to do next?*
- **Unique Selling Proposition (USP)**
 - *“I sell coffee” – nothing unique! Why should I buy from you?*
- **Elevator Pitch**
 - *When you confuse them, you lose them*
 - *“What do you do?” – The next 30 seconds are important!*
- **Solutions, not features & benefits**
- **Crafting your offer (p. 64)**
- **Elements of great copy (p. 67)**
 - *Headlines, sales copy, call to action... people buy with emotions!*



2. My Message To My Target Market

CHAPTER 3

| MEDIA TO REACH PROSPECTS |



- **Successful marketing campaign = positive ROI**
 - *What gets measured, gets managed (SMART goals)*
 - *Market, message, media*
- **Customer lifetime value**
- **Social media**
 - *Positives & negatives*
 - *Beware the social media trap!*
- **Build your own marketing assets**
- **E-mail marketing = vital to online marketing (p. 90)**
- **Snail mail is alive and well!**
- **One: the most dangerous number (p. 97)**



3. The Media I Will Use To Reach My Target Market

CHAPTER 4

| CAPTURING LEADS |



- Are you a farmer or a hunter?
- Remember: only 3% of your target market is ready to buy; 7% are very open to buying (p. 108)
- You need a SYSTEM to implement a PROCESS to cultivate your prospects
- CRM: Customer Relationship Manager



4. My Lead Capture System

CHAPTER 5

| NURTURING LEADS |



- Nurture your prospects like a farmer tends to a field of crops (p. 115)
- Your process must consist of multiple contacts or “touches” to build a relationship with your prospective customer
- The money is in the follow-up
- Cultivation or “touches” are most effective when they’re of value to your prospect
 - *Examples: newsletters, white papers, instructional videos*



5. My Lead Nurturing System

CHAPTER 6

| SALES CONVERSION |



- **Don't be too eager to sell**
- **Story of violinist Joshua Bell**
 - *Stop positioning yourself as a commodity and competing solely on price; real profit comes from how you market yourself*
- **Educate... Build Trust**
- **Professional presentation**
 - *Website, email address, etc.*
 - *Consider outrageous guarantees, review your pricing strategy*
- **Try before you buy**



6. My Sales Conversion Strategy

CHAPTER 7

| DELIVER WORLD-CLASS EXPERIENCE |



- **Is your business a “tribe leader?” (p. 157)**
 - *Do things to WOW your customers*
 - *Lifetime relationships*
 - *Evangelists for your business*
- **Want vs. need**
 - *Competition for time/attention*
 - *Work with customers after sale to achieve results*
- **Become a “thought leader”**
 - *Create and share content = value*
 - *Self-education; seek out industry leaders, mentors, coaches*
- **Toot your own horn!**
- **Systemize your business**



7. How I Deliver A World Class Experience

CHAPTER 8

| CUSTOMER LIFETIME VALUE |



- **How to sell more to existing, past customers and increasing their lifetime value:**
 - *Raise prices*
 - *Upselling (Would you like fries with that?)*
 - *Ascension (higher-priced items)*
 - *Increase frequency of purchasing opportunities*
 - *Reactivation*
 - *Track the numbers*
- **Track the numbers (p. 190-197)**
- **Fire problem customers**



8. How I Increase Customer Lifetime Value

CHAPTER 9

| ORCHESTRATE & STIMULATE REFERRALS |

- You want to help someone find something they need and you want to feel good about it
- **ASK** for referrals; develop a strategy (P. 206-210)
- **Build your brand through selling**



9. How I Orchestrate And Stimulate Referrals

QUESTIONS?



YOUR NEXT STEP



- **Next session: Wednesday, March 27 | 8:30 - 9:30am**
- **Keep your I-Page Marketing Plan worksheet**
- **Review the book, your notes, this PowerPoint**
- **Bring your I-Page Marketing Plan and let others help you improve it**

Please continue to participate next month, even if you...

- Didn't finish reading the book
- Don't finish your One-Page Marketing Plan sheet
- Have mastered/know these concepts; you can help coach someone else!

**THANK
YOU**